

June 23, 1997

To All Region Operations Manager

SUBJECT: WINSTON "No Bull" Letterhead -
Direct/Retail Account Announcement Sheets

Various regions have incorporated plans to utilize the "No Bull" letterhead for direct and retail accounts as an announcement sheet which is a great concept relative to the education process at both levels of distribution. Attached you will find a list of key points that should be included in this communication for those of you who decide to move forward with this concept. In any case, please do not defer from any of the language relative to the WINSTON "No Bull" campaign when developing regionalized documents or support materials that have been previously communicated to you.

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"No Bull" Letterhead

Direct Account/Retail Account Announcement Sheets

Direct Account Name/Retail Account Name Introduces New "No Bull" WINSTON

- WINSTON is being repositioned as the "No Bull" brand. WINSTON's attitude and product point-of-difference will support and reinforce its "No Bull" positioning.
- New WINSTON is the only leading brand* with no artificial ingredients and no additives. This blend allows WINSTON to deliver 100% True Tobacco Taste.
- New WINSTON wrap-around pack design.
- Share-of-Market for box category is growing nearly three share points per year nationally. Increasing WINSTON Box availability is the right thing to do for your business! New WINSTON now comes in five Box styles:
 - Full Flavor Box KS
 - Light Box KS
 - Light Box 100
 - Ultra Box KS
 - Ultra Box 100
- Aggressive promotional activities at retail will be supported by high impact levels of outdoor advertising as well as print in approximately 80 publications.
- Do not display new WINSTON until current graphics sell through at retail. Rotate!

* *Laboratory analysis of the top ten U.S. non-menthol brand styles show all of their tobaccos contain a minimum of 6% on a dry weight basis.*